Hub201 Cyber Security & AI Pre-Acceleration Program

Program Overview

- Applications close: 15 March
- Program start (Week 0 / onboarding): 23 March
- Midpoint checkpoint (end of Week 4): week of 20 April
- Program end + Demo Day (final checkpoint): 15 May

How the program runs

- Learning happens through lectures (topic introduction + frameworks) and workshops (hands-on work on your own idea).
- Execution happens through weekly mentoring sessions and team work time.
- The program is designed as an execution sprint: every week you leave with clearer decisions and next steps.

Mentoring model (weekly)

- **Business 1:1 (45 min)** per team per week
- **Technical 1:1 (45 min)** per team per week
- **One cohort group session** (clinic / shared feedback loop)

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Program structure

Week	Sessions
Onboarding	**Program onboarding** Communication and expectations **Baseline assessment** Phase, existing materials, target market **Setup** Workspace, templates, tracker **Mentoring & checkpoints** How support, feedback loops, and reviews work
Week 1	Business lecture (45 min) **Lean framework for cyber: problem definition, buyer vs. user** Business workshop (90 min) **Problem statement, stakeholder map, defining what is being protected and why** Technical lecture (45 min) **Regulation & trust: GDPR basics, NIS2 awareness, AI Act awareness, ethics and transparency** Technical lecture (45 min) **Cyber landscape: overview of what's happening in cyber and key trends** Technical lecture (45 min) **Office for IT and eGovernment: projects, opportunities, challenges**
Week 2	Business lecture (90 min) **Customer discovery: setting hypotheses, ICP logic (B2B / B2C / B2G)** Business workshop (90 min) **Interview design and plan, contact list, hypothesis testing** Technical lecture (45 min) **Secure-by-design principles + architecture (zero-trust foundations, auth, access, logging, secrets, data handling)** Technical lecture (45 min) **Vibe coding (rapid prototyping to test assumptions)**

Week 3	Business lecture (90 min) **Problem–solution fit, UVP, differentiation vs. alternatives** Business workshop (90 min) **Value proposition: problem/solution fit + buyer messaging** Technical lecture (45 min) **Positioning in the security stack and understanding the environment (integrations)**
Week 4	Business lecture (90 min) **MVP scope, feasibility, technical credibility, what's not being built** Business workshop (90 min) **MVP scope + milestone plan** Technical lecture (45 min) **Pilot readiness in cyber (deployment model, data access, evaluation plan)** Technical lecture (45 min) **Vibe coding (rapid prototyping support)**
Week 5	Business lecture (90 min) **Pilot design, design partner, procurement and security friction** Business workshop (90 min) **Preparing a pilot package** Technical lecture (45 min) **Pilot readiness in cyber (deployment model, data access, evaluation plan)**
Week 6	Business lecture (45 min) **Revenue model & pricing in cyber** Business lecture (45 min) **Go-to-market plan: building the sales funnel** Business workshop (90 min) **Pricing hypothesis (packages, anchor, boundaries) + sales narrative** Technical lecture (45 min) **Defensibility in cyber products (data advantage, workflow, integrations, trust)**

Week 7	Business lecture (45 min) **Compliance as go-to-market: selling in the EU environment** Business workshop (45 min) **Team relationships + shareholder/founder agreement basics** Technical lecture (45 min) **Vendor security questionnaires: prove you're safe enough to work with us** Technical workshop (90 min) **Minimum trust package**
Week 8	Business lecture (90 min) **Pitch deck structure: (1) fundraising/pitch competition (2) sales/pilot deck** Business workshop (90 min) **Pitch deck + pitching (coaching)** **Technical lecture (45 min)** Demo narrative for cyber products (evidence, outcome, credible security claims)

Midpoint checkpoint (end of Week 4)

This is a structured review designed to keep teams honest and moving.

- Short team check-in with program lead/mentors
- Review of problem clarity, evidence gathered, and MVP direction
- A concrete going forward plan agreed with mentors (scope cuts, proof points, pilot assumptions)

Demo Day and Final checkpoint (15 May)

Demo Day is the program's closing moment and a practical readiness checkpoint, not a beauty contest.

Audience and purpose

- The audience will include a committee, mentors, and invited ecosystem and industry partners.

- The goal is to present a clear, credible "pilot-ready" story and open the door to the Hub201 Acceleration Program, which we are preparing in the background.

What you present (format)

- 5 minute Pitch
- The 5 minute Q&A

Note: Session topics, timings, and the Demo Day format may be adjusted based on expert availability and cohort needs. The final schedule will be shared with selected teams before the program starts.